DONNELLEY MARKETING INC

CAROL WRIGHT TARGET MATCH

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Presented To:

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DONNELLEY MARKETING INC

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PROGRAM OBJECTIVES:

- *Supplement current targeted Solo Direct-Mail programs to increase frequency of communication with Philip Morris database to promote brand image and provide a purchase incentive*
- *Increase sales volume of off-price brands*

30m → PM

7.5 mm

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PROGRAM STRATEGIES:

- *Utilize the recognized equity of the Carol Wright cooperative mailing to target known smokers.*
- *Match the Philip Morris database to the Carol Wright audience and deliver only to the matches. The Philip Morris communication would be selectively targeted to reach only households with smokers within the Carol Wright mailing.*
- *A Target Match program may be segmented by brand to create separate promotion cells, to target franchise and competitive users within the same mailing.*

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PROGRAM TACTICS:

- *A portion of the Philip Morris database is sent to Donnelley Marketing to be matched to the Carol Wright audience. The match process is completely computerized eliminating any human intervention.*

- *Donnelley Marketing assures complete and total confidentiality in dealing with proprietary databases. We will be happy to sign a confidentiality agreement.*

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PROGRAM COSTS:

TEST PR0POSAL

- *300,000 Quantity*
- *$50/M Includes: Database Match Targeting, Insertion/Delivery*
- *$5/M per target cell,*

PRINTING

- *4-Page insert, flat size 8 7/8 x 7 1/2 , finished size 4 7/16 x 7 1/2: $16.15/M*
- *4-Page insert, flat, 11 x 8 1/4; finished, 5 1/2 x 8 1/4: $20.50/M*
- *6-Page ShareForce Survey size, flat, 16 3/8 x 8 1/4; finished, 5 1/2 x 8 1/4: $28.00/M*

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PROGRAM COSTS:

National Costs

- *4MM Quantity Database Match* | *Insertion Printing*
    - *$25/M including printing of (standard 4 7/16 x 7 1/2) insert*
    - *$5/M per target cell*
- *2MM quantity*
    - *$50/M including printing*
    - *$5/M target cell*

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NATIONAL PRINTING COSTS

2 Million Quantity

- *4-Page insert, flat size 8 7/8 x 7 1/2 , finished size 4 7/16 x 7 1/2: $9.59/M*
- *4-Page insert, flat, 11 x 8 1/4; finished, 5 1/2 x 8 1/4: $11.83/M*
- *6-Page ShareForce Survey size, flat, 16 3/8 x 8 1/4; finished, 5 1/2 x 8 1/4: $20.30/M*

4 Million Quantity

- *4-Page insert, flat size 8 7/8 x 7 1/2 , finished size 4 7/16 x 7 1/2 (Bayer example): $9.02/M*
- *4-Page insert, flat, 11 x 8 1/4; finished, 5 1/2 x 8 1/4 (Budget Gourmet example): $11.27/M*
- *6-Page ShareForce Survey size, flat, 16 3/8 x 8 1/4; finished, 5 1/2 x 8 1/4: $20.02/M*